

AMENDMENT TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application:

1-26 (Canceled)

27. (Currently Amended) A method for broadcasting content to one or more a plurality of mobile terminals, the method comprising:

storing content, and a plurality of ~~pieces of~~ program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

broadcasting the content and the plurality of ~~pieces of~~ program configuration information to the ~~plurality of~~ mobile terminals,

wherein, in the storing, the plurality of ~~pieces of~~ program configuration information are associated with respective transmission bands, so that the ~~plurality of~~ mobile terminals each select one of the plurality of ~~pieces of~~ program configuration information[[,]] based on a transmission condition.

28. (Currently Amended) A method for receiving content broadcast from a server, the method comprising:

receiving content, and a plurality of ~~pieces of~~ program configuration information associated with respective transmission bands, the ~~plurality of pieces of~~ the program configuration information including a screen arrangement of the content, the screen arrangement

indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

selecting program configuration information that is associated with an appropriate transmission band, from the plurality of ~~pieces of~~ program configuration information, based on a transmission condition.

29. (Previously Presented) The receiving method according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

30. (Previously Presented) The method receiving according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

31. (Currently Amended) A method for broadcasting content from a server to one or more ~~a plurality of~~ mobile terminals, the method comprising:

storing content, and a plurality of ~~pieces of~~ program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played;

broadcasting the content and the plurality of ~~pieces of~~ program configuration information to the ~~plurality of~~ mobile terminals;

receiving the content, and the plurality of ~~pieces of~~ program configuration information associated with respective transmission bands; and

selecting, at each mobile terminal, program configuration information that is associated with an appropriate transmission band, from the plurality of ~~pieces of~~ program configuration information, based on a transmission condition.

32. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

33. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

34. (Currently Amended) A transmission apparatus for broadcasting content to one or more ~~a plurality of~~ mobile terminals, the apparatus comprising:

a program configuration information storage that stores content, and a plurality of ~~pieces of~~ program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of ~~pieces of~~ program configuration information to the ~~plurality of~~ mobile terminals,

wherein, in the program configuration information storage, the plurality of ~~pieces of~~ program configuration information are associated with respective transmission bands, so that the ~~plurality of~~ mobile terminals each select one of the plurality of ~~pieces of~~ program configuration information based on a transmission condition.

35. (Currently Amended) A reception apparatus for receiving content broadcast from a server, the apparatus comprising:

a receiver configured to receive content, and a plurality of ~~pieces of~~ program configuration information associated with respective bands, the ~~plurality of pieces of~~ program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of ~~pieces of~~ program configuration information, based on a transmission condition.

36. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

37. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

38. (Currently Amended) A broadcast system for broadcasting content from a server to one or more a plurality of mobile terminals,

the server comprising:

a program configuration information storage that stores content, and a plurality of ~~pieces~~ of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of ~~piece~~ of program configuration information to the ~~plurality of~~ mobile terminals,

the mobile terminals each comprising:

a receiver configured to receive the content and the plurality of ~~pieces~~ of program configuration information associated with ~~the~~ respective transmission bands; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of ~~pieces~~ of program configuration information, based on a transmission condition.

39. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

40. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.